



FEMINISTING

COMMUNITY

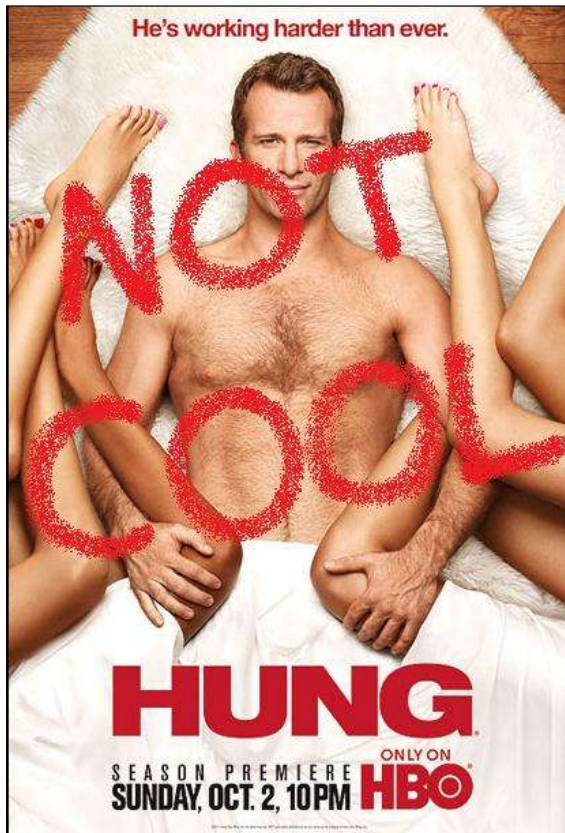
VIDEO

Quick hit: NOW NYC's new tumblr targets offensive advertising

By CHLOE | Published: OCTOBER 3, 2011

Sometimes when I'm walking down the street or waiting on the subway platform, I see an ad that makes me want to whip out a marker and scrawl "This insults women" or "Sexism sells!" all over it. Then I remember that graffiti is a crime and that defacing public spaces isn't a good idea.

Luckily, NOW NYC has started a new tumblr called "That's Not Cool," which is meeting all my graffiti wish-fulfillment needs. And you can [join in the fun by submitting your own picture](#) of an ad that's sexist, racist, homophobic or otherwise not cool. The result looks a little something like this.



And you should go ahead and submit – it shouldn't be hard, because there are a lot of not cool ads out there. In fact, as glad as I am that NOW NYC has given us an outlet to digitally graffiti offensive ads, I cannot be trusted not to sharpie the crap out of this Svedka vodka ad the next time I see it. Hey, Svedka, just because you're using a robot lady doesn't mean you aren't contributing to human rape culture.



NOT COOL.